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College of Agriculture
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AN ANALYSIS OF THE PRICES RECEIVED FOR CANNED PEACHES
BY CANNERS IN CALIFORNIA -- SEASONS, 1922-23 THROUGH 1934-35

by

H. J. Stover

June, 1935

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AN ANALYSIS OF THE PRICES RECEIVED FOR CANNED PEACHES
BY CANNERS IN CALIFORNIA -- SEASONS, 1922-23 THROUGH 1934-35

H. J. Stover ¹✓

In response to a need for some basis for estimating the probable quantities of canned peaches which might be sold during a given season at various prices and with various assumed demand conditions, an analysis was made to determine the more important factors which have been responsible for the variations in the annual average f.o.b. prices received for canned peaches by canners in California from 1922-23 to 1934-35 and to measure the influence of each of these factors upon those prices. The results presented herein constitute a report of that analysis.

Users of this report should clearly recognize the fact that the analysis explains only what has occurred in the past. It does not forecast what will happen in the future. The analysis is designed merely to serve as a helpful guide in estimating either the probable price at which a given quantity of canned peaches can be sold or the probable quantity that can be sold at a given price, under given conditions. In making these estimates, it is first necessary to determine the probable future positions of the factors which have affected canned-peach prices in the past.

Relation Between the F.O.B. Prices and Shipments of Canned Peaches.-- The historical picture of canned-peach packs, carryovers, supplies available for shipment, shipments, and f.o.b. prices received by canners since 1922 is presented in table 1. In 1934 the pack amounted to 8,598,000 cases, on a 2½-can basis. The carryover from the 1933-34 season was 2,390,000 cases, which, added to the pack figure, gave a total supply of 10,988,000 cases available for shipment during the 1934-35 season. Shipments amounted to 9,132,000 cases, leaving a carryover into the 1935-36 season of 1,856,000 cases. The average f.o.b. price received by canners for the canned peaches sold during the 1934-35 season was \$2.69 per case -- an increase of 16 per cent over the price received the preceding year.

In figure 1 the f.o.b. prices received by canners given in column 6 of table 1 are plotted against the shipments of canned peaches given in column 4 of table 1. The average net relationship between these two factors (meaning the relationship which would be expected after relationships with other factors have been taken into account) is indicated by the curve in this chart. Comparisons of the actual f.o.b. prices of canned peaches with the prices estimated from this curve are made in table 2. The portion of the variation in canned peach prices which has not been accounted for by the relationship expressed in figure 1 is given in column 4 of table 2.

Relation Between the Variations in Canned-Peach Prices Unexplained by the Relationship with Shipments and General Demand Conditions.-- One of the most important factors affecting the price at which a given quantity of any product can be sold during a given season is the condition of consumer demand for the

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product at that time. Of the many factors which determine the status of this demand, there is one which is of paramount importance. That factor is consumer income. The higher the level of consumer incomes, the higher may one expect the prices to be at which a given quantity of a product can be sold.

A monthly index of urban-consumer income in the United States has been compiled recently by the Agricultural-Industrial Relations Section of the Agricultural Adjustment Administration. In this index, weight was given to industrial workers' income, to trade, to service industries, to public utilities, to government, and to interest and dividends. The index, as now compiled, is a substitute for the index of the incomes of urban consumers which was constructed by the Bureau of Agricultural Economics of the United States Department of Agriculture and discontinued in December, 1933. Monthly data for the period since January, 1922 are presented in figure 2.

The unexplained variations in canned-peach prices given in column 4 of table 2 are plotted against the index of urban-consumer income in figure 3. The data are presented in tabular form in table 3.

The slope of the line in figure 3 indicates the degree to which changes in consumer incomes have influenced the prices of canned peaches during the thirteen years included in the analysis. The variations in canned peach prices which have not been accounted for either by variations in shipments or by variations in consumer income, as measured by the index numbers, are given in column 4 of table 3.

Influence of the Prices of Competing Canned Fruits Upon the Prices Received for Canned Peaches.-- Second in importance to consumer income as a factor in determining the status of demand for canned peaches is the comparative level of the prices of canned fruits which compete with peaches. With general demand conditions the same, one might well expect higher prices for canned peaches during a season in which canned pears, apricots, and pineapples (the main fruits competing with peaches) are high in price than during a season in which these fruits are relatively cheap. Likewise, when other canned fruits are relatively low in price, one would expect the substitution of these products for canned peaches to act as a depressing agent upon the price of the latter.

An approximate measure of competing canned fruit prices which has been used in this analysis was developed by the author. Limitations of time and in data did not permit the development of a more refined indicator of this factor at this time. The material presented in table 4 indicates the method used in constructing what has been termed "an index of competing canned fruit prices." In brief, annual opening prices of canned pears, canned apricots, and canned pineapple were reduced to an approximately comparable level by expressing each series as a percentage of its 1924-1929 average. Simple averages of these percentages were then calculated, giving the values shown in column 7 of table 4. Since the index of urban-consumer income had been used in the analysis as a measure of general demand conditions, it was necessary to remove the influence of this factor from the measure of competing canned fruit prices. This was done by dividing the figures given in column 7 of table 4 by the index of urban-consumer income given in column 8 of that table. The resultant index of competing canned fruit prices is given in column 9 of table 7.

The effect of competing canned fruit prices upon the price of canned peaches is indicated in figure 4. In this chart the unexplained price variations in column 4 of table 3 are plotted against the index of competing canned fruit prices. The data are presented in tabular form in table 5.

The slope of the line in figure 4 indicates the degree to which changes in competing canned fruit prices have influenced the prices of canned peaches during the thirteen years included in the analysis. The variations in canned peach prices which have not been accounted for by variations in shipments, by variations in consumer income, or by variations in competing canned fruit prices (as each of these factors has been measured), are given in column 4 of table 5.

Comparison of the Estimated with the Actual Prices of Canned Peaches.--

A summary of the variations in canned-peach prices which have been accounted for by each of the several factors taken into consideration is presented in table 6. Estimates of the prices based on their relationship to shipments, index of urban-consumer incomes, and index of competing canned fruit prices are given in column 4. The actual prices are given in column 5.

A comparison of the several estimated prices of canned peaches with the actual prices is shown graphically in figure 5.

Use of the Results of this Analysis.-- As indicated earlier in this report, this analysis has been made for the purpose of providing some basis for estimating the probable quantities of canned peaches which might be sold during a given season at various prices and with various assumed demand conditions.

The curves plotted in figure 6 and the readings from these curves, given in tables 7 and 8, are presented for the purpose of illustrating the proper use of the results of this analysis. If, for example, one should assume that during a particular season demand conditions would approximate those of the 1934-35 season, an estimate of the price which might be expected for shipments of 8,000,000 cases would be \$2.81 (see either table 7 or figure 6). Under similar conditions, shipments of 10,000,000 cases might be expected to sell for around \$2.61. Considering the problem from the point of view of estimating the quantities of canned peaches which might be sold at a price of, let us say, \$2.70 per case, one would, from readings in table 8 or figure 6, estimate that under conditions similar to those of the 1934-35 season, 9,000,000 cases could be sold.

TABLE 1

Pack, Carryover, Shipments, and F.O.B. Prices of
Canned Peaches, California, 1922-1935

Year begin- ning June 1	Pack, 2½-can basis	Carryover from the preceding year	Supply available for ship- ment	Shipments	Carryover into the following year	F.o.b. prices received by canners
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>
	<u>thousand</u> <u>cases</u>	<u>thousand</u> <u>cases</u>	<u>thousand</u> <u>cases</u>	<u>thousand</u> <u>cases</u>	<u>thousand</u> <u>cases</u>	<u>dollars per</u> <u>case</u>
1922	8,784	326	9,110	7,001	2,109	4.25
1923	7,158	2,109	9,267	7,692	1,575	3.67
1924	6,141	1,575	7,716	6,918	798	4.21
1925	10,143	798	10,941	10,367	574	3.78
1926	14,059	574	14,633	10,727	3,906	3.66
1927	10,813	3,906	14,719	13,203	1,516	3.17
1928	14,596	1,516	16,112	12,963	3,149	3.21
1929	8,100	3,149	11,249	9,572	1,677	4.08
1930	13,294	1,677	14,971	11,020	3,951	2.88
1931	8,421	3,951	12,372	7,527	4,845	2.55
1932	6,438	4,845	11,283	9,922	1,361	1.97
1933	10,309	1,361	11,670	9,280	2,390	2.31
1934	8,598	2,390	10,988	9,132	1,856	2.69
1935		1,856				

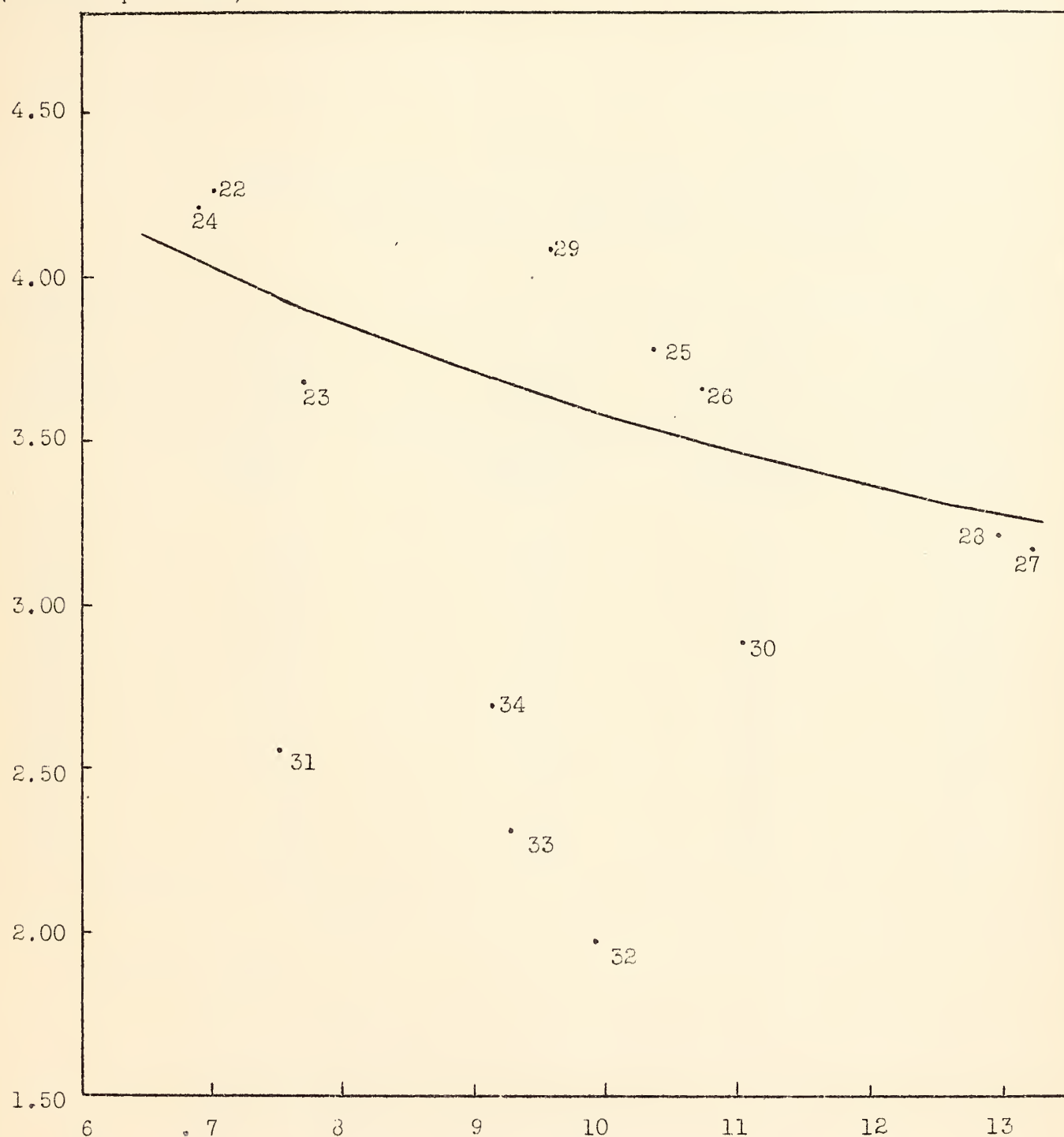
Sources of data:

Cols. 1, 2, 4, and 5: Compiled by the Cannery League of California.

Col. 3: Col. 1 plus col. 2.

Col. 6: Compiled from records of canners. Prices are weighted-average prices for all grades and sizes of cans, f.o.b. cannery. Regular brokerage, cash discount, swell allowance, and label allowance are included.

F.o.b. prices
(dollars per case)



Shipments
(million cases)

Fig. 1.-- Relation between the f.o.b. prices and shipments of canned peaches, California, 1922-1934 (years beginning June 1).
(Data from table 1.)

TABLE 2

Relation Between the F.O.B. Prices and Shipments of
Canned Peaches, California, 1922-1934

Year begin- ning June 1	Shipments of canned peaches	F.o.b. prices of canned peaches	Price estimates (fig. 1)	Price residuals (fig. 1)
	1	2	3	4
	<u>thousand cases</u>	<u>dollars per case</u>	<u>dollars per case</u>	<u>dollars per case</u>
1922	7,001	4.25	4.03	+0.22
1923	7,692	3.67	3.90	-0.23
1924	6,918	4.21	4.04	+0.17
1925	10,367	3.78	3.53	+0.25
1926	10,727	3.66	3.50	+0.16
1927	13,203	3.17	3.26	-0.09
1928	12,963	3.21	3.28	-0.07
1929	9,572	4.08	3.63	+0.45
1930	11,020	2.88	3.46	-0.58
1931	7,527	2.55	3.92	-1.37
1932	9,922	1.97	3.58	-1.61
1933	9,280	2.31	3.67	-1.36
1934	9,132	2.69	3.69	-1.00

Sources of data:

Col. 1: Table 1, col. 4.

Col. 2: Table 1, col. 6.

Col. 3: Readings from curve in fig. 1.

Col. 4: Col. 2 minus col. 3.



Fig. 2.-- Monthly index of urban-consumer income, United States, 1922-1935. (1924-29=100.) (Data from Agricultural-Industrial Relations Section of the Agricultural Adjustment Administration.)



1. The first part of the report discusses the background of the project and the objectives of the study. It also outlines the methodology used for data collection and analysis.

2. The second part of the report presents the results of the study, including the findings of the data analysis and the conclusions drawn from the results.

3. The third part of the report discusses the implications of the findings and the recommendations for future research. It also includes a list of references and an appendix with additional data and figures.

Price residuals
(dollars per case)

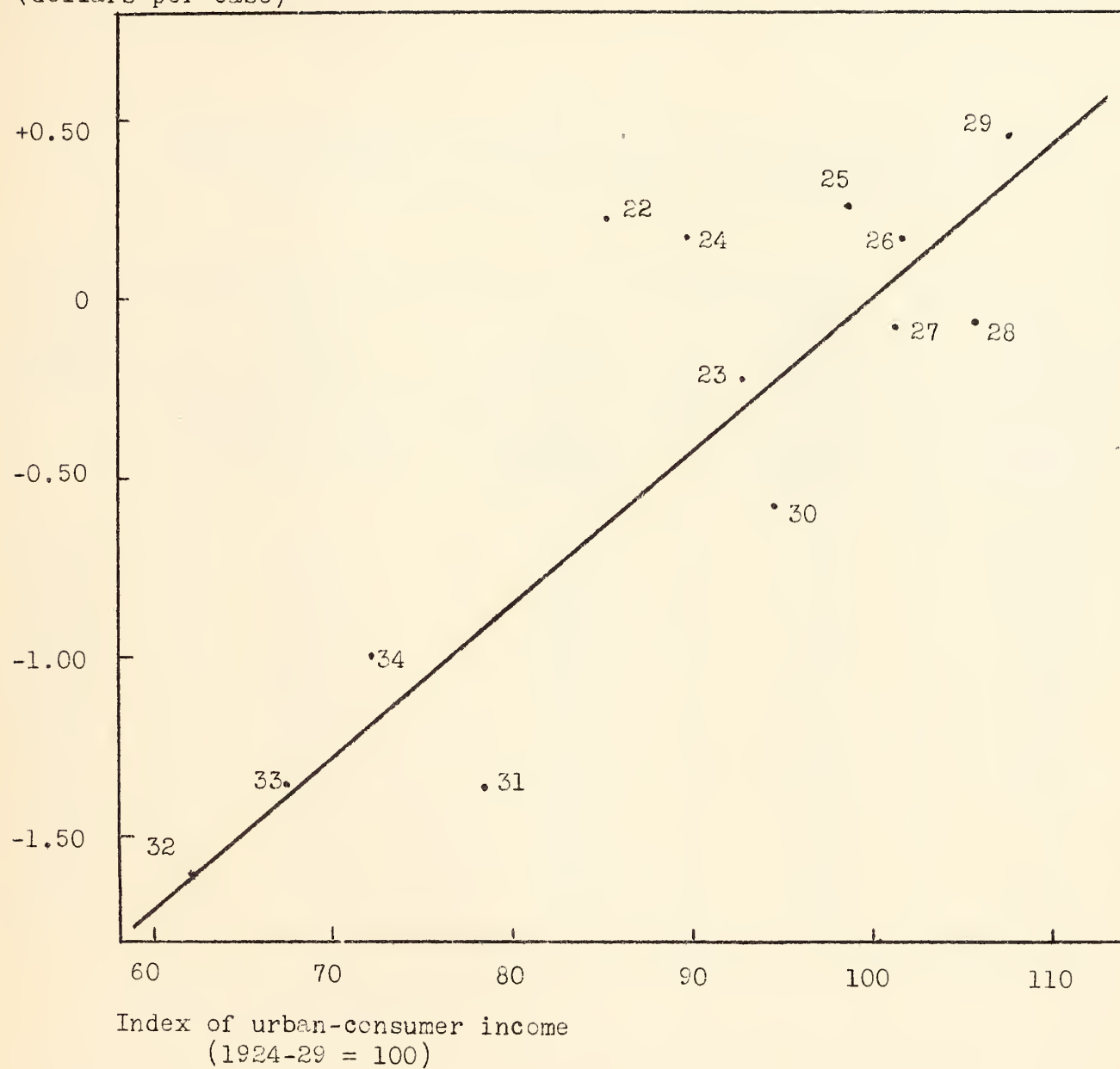
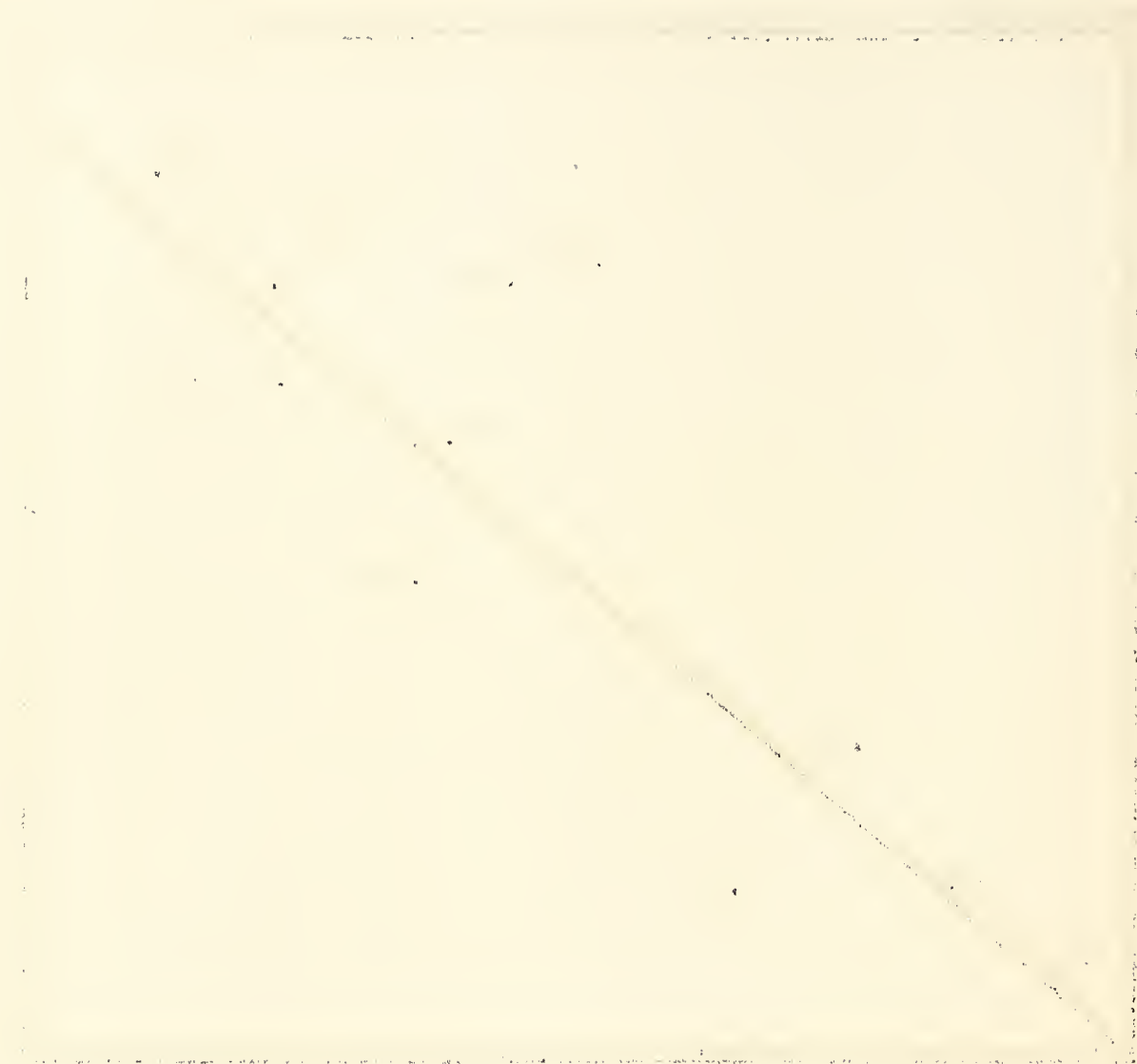


Fig. 3.-- Relation between the unexplained price variations in fig. 1 and an index of urban-consumer income, 1922-1934. (Data from table 3.)



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TABLE 3

Relation Between the Unexplained Price Variations in Table 1
and an Index of Urban-Consumer Income, 1922-1934

Year begin- ning June 1	Index of urban- consumer income	Price residuals (fig. 1)	Price residual estimates (fig. 3)	Price residuals (fig. 3)
	1	2	3	4
	<u>1924-29=100</u>	<u>dollars</u> <u>per case</u>	<u>dollars</u> <u>per case</u>	<u>dollars</u> <u>per case</u>
1922	85.4	+0.22	-0.62	+0.84
1923	92.8	-0.23	-0.31	+0.08
1924	89.8	+0.17	-0.44	+0.61
1925	98.8	+0.25	-0.05	+0.30
1926	101.8	+0.16	+0.08	+0.08
1927	101.4	-0.09	+0.06	-0.15
1928	105.8	-0.07	+0.25	-0.32
1929	107.7	+0.45	+0.33	+0.12
1930	94.6	-0.58	-0.23	-0.35
1931	78.4	-1.37	-0.92	-0.45
1932	62.2	-1.61	-1.61	0
1933	67.6	-1.36	-1.38	+0.02
1934	72.2 *	-1.00	-1.18	+0.18

* Preliminary estimate.

Sources of data:

Col. 1: Unpublished index compiled by the Agricultural-Industrial Relations Section of the Agricultural Adjustment Administration.

Col. 2: Table 2, col. 4.

Col. 3: Readings from the curve in fig. 3.

Col. 4: Col. 2 minus col. 3.

TABLE 4

Method of Construction of an Index of the Prices of Canned
Fruits Competing with Canned Peaches, 1922-1934

Year begin- ning June 1	Opening prices (dollars per dozen cans)			Index of opening prices (1924-29=100)				Index of urban- consumer income	Index of com- peting canned fruit prices
	Pears, No. 2½ Choice	Apricots, No. 2½ Choice	Pine- apples, No. 2½ Fancy	Pears, No. 2½ Choice	Apricots, No. 2½ Choice	Pine- apples, No. 2½ Fancy	Combined index		
	1	2	3	4	5	6	7		
	<u>dol- lars</u>	<u>dol- lars</u>	<u>dol- lars</u>	<u>per cent</u>	<u>per cent</u>	<u>per cent</u>	<u>per cent</u>	<u>1924- 29=100</u>	<u>1924- 29=100</u>
1922	3.15	2.60	2.75	113.3	107.9	120.1	113.8	85.4	133.2
1923	2.65	2.00	3.00	95.3	83.0	131.0	103.1	92.8	111.1
1924	3.00	2.45	2.60	107.9	101.7	113.5	107.7	89.8	119.9
1925	3.15	2.25	2.15	113.3	93.4	93.9	100.2	98.8	101.4
1926	2.50	2.45	2.35	89.9	101.7	102.6	98.1	101.8	96.4
1927	2.50	2.45	2.10	89.9	101.7	91.7	94.4	101.4	93.1
1928	2.40	2.30	2.20	86.3	95.4	96.1	92.6	105.8	87.5
1929	3.15	2.55	2.35	113.3	105.8	102.6	107.2	107.7	99.5
1930	2.05	1.90	2.10	73.7	78.8	91.7	81.4	94.6	86.0
1931	1.85	1.65	1.75	66.5	68.5	76.4	70.5	78.4	89.9
1932	1.50	1.30	1.60	54.0	53.9	69.9	59.3	62.2	95.3
1933	1.50	1.50	1.80	54.0	62.2	78.6	64.9	67.6	96.0
1934	1.85	2.10	1.80	66.5	87.1	78.6	77.4	72.2*	107.2

* Preliminary estimate.

Sources of data:

Cols. 1 and 2: Western Canner and Packer, March 20, 1935. p. 72.

Col. 3: Western Canner and Packer. March 20, 1935. p. 88.

Cols. 4, 5, and 6: Prices in cols. 1, 2 and 3 expressed as percentages of their respective 1924 through 1929 averages.

Col. 7: Average of cols. 4, 5, and 6.

Col. 8: Table 3, col. 1.

Col. 9: Col. 7 expressed as a percentage of col. 8.

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No.	Name	Date		Time		Place	Remarks
		Month	Day	Hour	Min.		
1	John Doe	Jan	1	10	00	Chicago	First observation
2	John Doe	Jan	2	11	00	Chicago	Second observation
3	John Doe	Jan	3	12	00	Chicago	Third observation
4	John Doe	Jan	4	13	00	Chicago	Fourth observation
5	John Doe	Jan	5	14	00	Chicago	Fifth observation
6	John Doe	Jan	6	15	00	Chicago	Sixth observation
7	John Doe	Jan	7	16	00	Chicago	Seventh observation
8	John Doe	Jan	8	17	00	Chicago	Eighth observation
9	John Doe	Jan	9	18	00	Chicago	Ninth observation
10	John Doe	Jan	10	19	00	Chicago	Tenth observation
11	John Doe	Jan	11	20	00	Chicago	Eleventh observation
12	John Doe	Jan	12	21	00	Chicago	Twelfth observation
13	John Doe	Jan	13	22	00	Chicago	Thirteenth observation
14	John Doe	Jan	14	23	00	Chicago	Fourteenth observation
15	John Doe	Jan	15	24	00	Chicago	Fifteenth observation
16	John Doe	Jan	16	25	00	Chicago	Sixteenth observation
17	John Doe	Jan	17	26	00	Chicago	Seventeenth observation
18	John Doe	Jan	18	27	00	Chicago	Eighteenth observation
19	John Doe	Jan	19	28	00	Chicago	Nineteenth observation
20	John Doe	Jan	20	29	00	Chicago	Twentieth observation
21	John Doe	Jan	21	30	00	Chicago	Twenty-first observation
22	John Doe	Jan	22	31	00	Chicago	Twenty-second observation
23	John Doe	Jan	23	32	00	Chicago	Twenty-third observation
24	John Doe	Jan	24	33	00	Chicago	Twenty-fourth observation
25	John Doe	Jan	25	34	00	Chicago	Twenty-fifth observation
26	John Doe	Jan	26	35	00	Chicago	Twenty-sixth observation
27	John Doe	Jan	27	36	00	Chicago	Twenty-seventh observation
28	John Doe	Jan	28	37	00	Chicago	Twenty-eighth observation
29	John Doe	Jan	29	38	00	Chicago	Twenty-ninth observation
30	John Doe	Jan	30	39	00	Chicago	Thirtieth observation
31	John Doe	Jan	31	40	00	Chicago	Thirty-first observation
32	John Doe	Jan	32	41	00	Chicago	Thirty-second observation
33	John Doe	Jan	33	42	00	Chicago	Thirty-third observation
34	John Doe	Jan	34	43	00	Chicago	Thirty-fourth observation
35	John Doe	Jan	35	44	00	Chicago	Thirty-fifth observation
36	John Doe	Jan	36	45	00	Chicago	Thirty-sixth observation
37	John Doe	Jan	37	46	00	Chicago	Thirty-seventh observation
38	John Doe	Jan	38	47	00	Chicago	Thirty-eighth observation
39	John Doe	Jan	39	48	00	Chicago	Thirty-ninth observation
40	John Doe	Jan	40	49	00	Chicago	Fortieth observation
41	John Doe	Jan	41	50	00	Chicago	Forty-first observation
42	John Doe	Jan	42	51	00	Chicago	Forty-second observation
43	John Doe	Jan	43	52	00	Chicago	Forty-third observation
44	John Doe	Jan	44	53	00	Chicago	Forty-fourth observation
45	John Doe	Jan	45	54	00	Chicago	Forty-fifth observation
46	John Doe	Jan	46	55	00	Chicago	Forty-sixth observation
47	John Doe	Jan	47	56	00	Chicago	Forty-seventh observation
48	John Doe	Jan	48	57	00	Chicago	Forty-eighth observation
49	John Doe	Jan	49	58	00	Chicago	Forty-ninth observation
50	John Doe	Jan	50	59	00	Chicago	Fiftieth observation

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DEPARTMENT OF CHEMISTRY

RECORD OF RESEARCH

John Doe

Chicago

Jan 1

10 00

First observation

John Doe

Chicago

Jan 2

11 00

Second observation

John Doe

Chicago

Jan 3

12 00

Third observation

John Doe

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Jan 4

13 00

Fourth observation

John Doe

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Jan 5

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Fifth observation

John Doe

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Jan 6

15 00

Sixth observation

John Doe

Chicago

Jan 7

16 00

Seventh observation

John Doe

Chicago

Jan 8

17 00

Eighth observation

John Doe

Chicago

Jan 9

18 00

Ninth observation

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Jan 10

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Tenth observation

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Jan 11

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Eleventh observation

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Twelfth observation

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Thirteenth observation

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Fourteenth observation

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Fifteenth observation

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Twenty-eighth observation

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Twenty-ninth observation

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39 00

Thirtieth observation

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40 00

Thirty-first observation

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43 00

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Thirty-fifth observation

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45 00

Thirty-sixth observation

John Doe

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Jan 37

46 00

Thirty-seventh observation

John Doe

Chicago

Jan 38

47 00

Thirty-eighth observation

John Doe

Chicago

Jan 39

48 00

Thirty-ninth observation

John Doe

Chicago

Jan 40

49 00

Fortieth observation

John Doe

Chicago

Jan 41

50 00

Forty-first observation

John Doe

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Jan 42

51 00

Forty-second observation

John Doe

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Jan 43

52 00

Forty-third observation

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Jan 44

53 00

Forty-fourth observation

John Doe

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Jan 45

54 00

Forty-fifth observation

John Doe

Chicago

Jan 46

55 00

Forty-sixth observation

John Doe

Chicago

Jan 47

56 00

Forty-seventh observation

John Doe

Chicago

Jan 48

57 00

Forty-eighth observation

John Doe

Chicago

Jan 49

58 00

Forty-ninth observation

John Doe

Chicago

Jan 50

59 00

Fiftieth observation

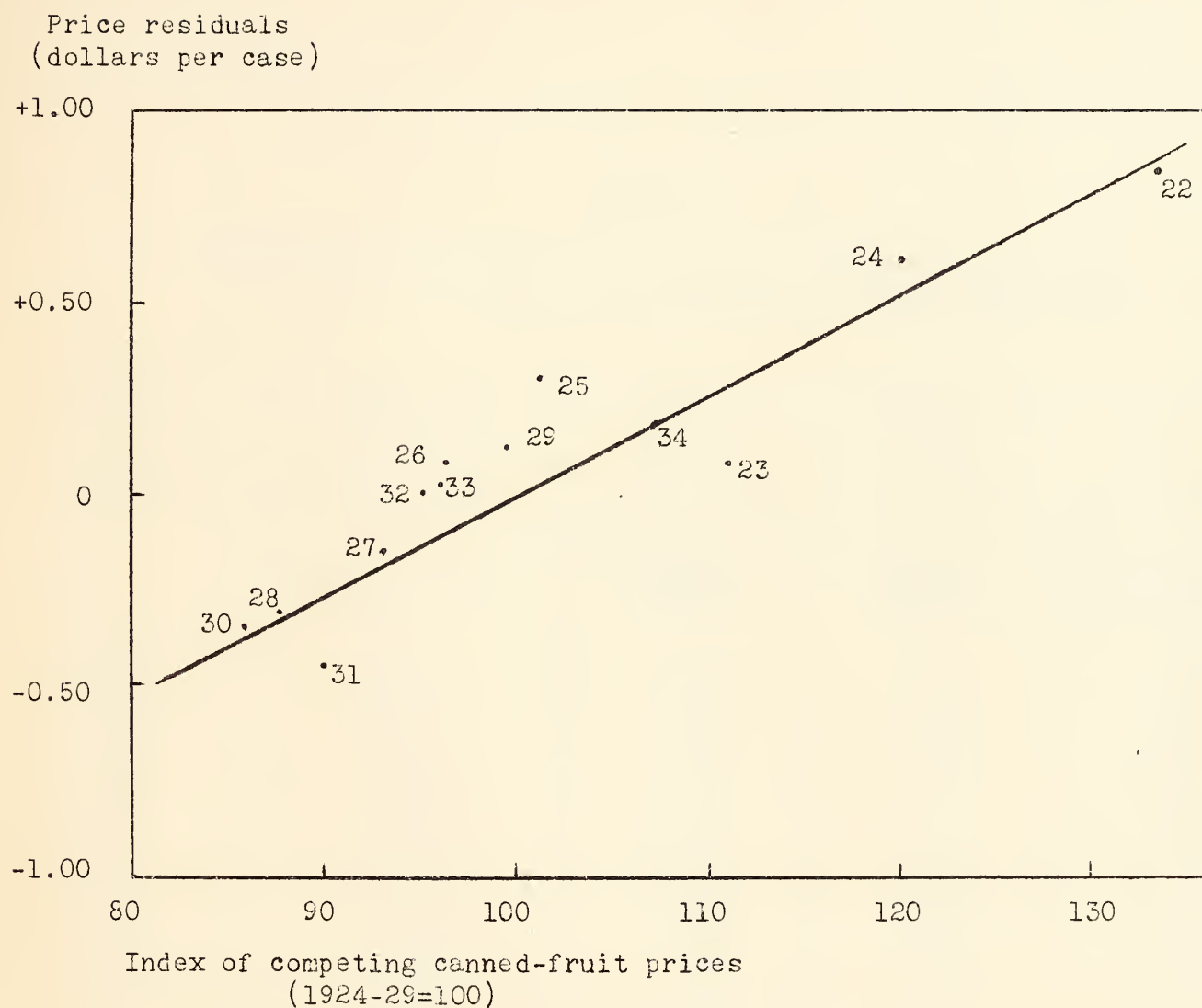


Fig. 4.-- Relation between the unexplained price variations in fig. 2 and an index of competing canned fruit prices, 1922-1934. (Data from table 5.)

TABLE 5

Relation Between the Unexplained Price Variations in Table 2
and an Index of Competing Canned Fruit Prices, 1922-1934

Year begin- ning June 1	Index of competing canned fruit prices	Price residuals (fig. 3)	Price- residual estimates (fig. 4)	Price residuals (fig. 4)
	1	2	3	4
	<u>1924-29=100</u>	<u>dollars</u> <u>per case</u>	<u>dollars</u> <u>per case</u>	<u>dollars</u> <u>per case</u>
1922	133.2	+0.84	+0.88	-0.04
1923	111.1	+0.08	+0.29	-0.21
1924	119.9	+0.61	+0.52	+0.09
1925	101.4	+0.30	+0.03	+0.27
1926	96.4	+0.08	-0.10	+0.18
1927	93.1	-0.15	-0.18	+0.03
1928	87.5	-0.32	-0.32	0
1929	99.5	+0.12	-0.01	+0.13
1930	86.0	-0.35	-0.37	+0.02
1931	89.9	-0.45	-0.26	-0.19
1932	95.3	0	-0.13	+0.13
1933	96.0	+0.02	-0.11	+0.13
1934	107.2	+0.18	+0.19	-0.01

Sources of data:

Col. 1: Table 4, col. 9.

Col. 2: Table 3, col. 4.

Col. 3: Readings from curve in fig. 4.

Col. 4: Col. 2 minus col. 3.

Date		Description		Amount	
1900	Jan 1	Balance		100.00	
	Jan 5	Received from A. B.		50.00	
	Jan 10	Received from C. D.		25.00	
	Jan 15	Received from E. F.		75.00	
	Jan 20	Received from G. H.		100.00	
	Jan 25	Received from I. J.		150.00	
	Jan 30	Received from K. L.		200.00	
	Feb 5	Received from M. N.		250.00	
	Feb 10	Received from O. P.		300.00	
	Feb 15	Received from Q. R.		350.00	
	Feb 20	Received from S. T.		400.00	
	Feb 25	Received from U. V.		450.00	
	Feb 30	Received from W. X.		500.00	
	Mar 5	Received from Y. Z.		550.00	
	Mar 10	Received from A. B.		600.00	
	Mar 15	Received from C. D.		650.00	
	Mar 20	Received from E. F.		700.00	
	Mar 25	Received from G. H.		750.00	
	Mar 30	Received from I. J.		800.00	
	Apr 5	Received from K. L.		850.00	
	Apr 10	Received from M. N.		900.00	
	Apr 15	Received from O. P.		950.00	
	Apr 20	Received from Q. R.		1000.00	
	Apr 25	Received from S. T.		1050.00	
	Apr 30	Received from U. V.		1100.00	
	May 5	Received from W. X.		1150.00	
	May 10	Received from Y. Z.		1200.00	
	May 15	Received from A. B.		1250.00	
	May 20	Received from C. D.		1300.00	
	May 25	Received from E. F.		1350.00	
	May 30	Received from G. H.		1400.00	
	Jun 5	Received from I. J.		1450.00	
	Jun 10	Received from K. L.		1500.00	
	Jun 15	Received from M. N.		1550.00	
	Jun 20	Received from O. P.		1600.00	
	Jun 25	Received from Q. R.		1650.00	
	Jun 30	Received from S. T.		1700.00	
	Jul 5	Received from U. V.		1750.00	
	Jul 10	Received from W. X.		1800.00	
	Jul 15	Received from Y. Z.		1850.00	
	Jul 20	Received from A. B.		1900.00	
	Jul 25	Received from C. D.		1950.00	
	Jul 30	Received from E. F.		2000.00	
	Aug 5	Received from G. H.		2050.00	
	Aug 10	Received from I. J.		2100.00	
	Aug 15	Received from K. L.		2150.00	
	Aug 20	Received from M. N.		2200.00	
	Aug 25	Received from O. P.		2250.00	
	Aug 30	Received from Q. R.		2300.00	
	Sep 5	Received from S. T.		2350.00	
	Sep 10	Received from U. V.		2400.00	
	Sep 15	Received from W. X.		2450.00	
	Sep 20	Received from Y. Z.		2500.00	
	Sep 25	Received from A. B.		2550.00	
	Sep 30	Received from C. D.		2600.00	
	Oct 5	Received from E. F.		2650.00	
	Oct 10	Received from G. H.		2700.00	
	Oct 15	Received from I. J.		2750.00	
	Oct 20	Received from K. L.		2800.00	
	Oct 25	Received from M. N.		2850.00	
	Oct 30	Received from O. P.		2900.00	
	Nov 5	Received from Q. R.		2950.00	
	Nov 10	Received from S. T.		3000.00	
	Nov 15	Received from U. V.		3050.00	
	Nov 20	Received from W. X.		3100.00	
	Nov 25	Received from Y. Z.		3150.00	
	Nov 30	Received from A. B.		3200.00	
	Dec 5	Received from C. D.		3250.00	
	Dec 10	Received from E. F.		3300.00	
	Dec 15	Received from G. H.		3350.00	
	Dec 20	Received from I. J.		3400.00	
	Dec 25	Received from K. L.		3450.00	
	Dec 30	Received from M. N.		3500.00	
	Total			3500.00	

Estimated f.o.b. prices
(dollars per case)

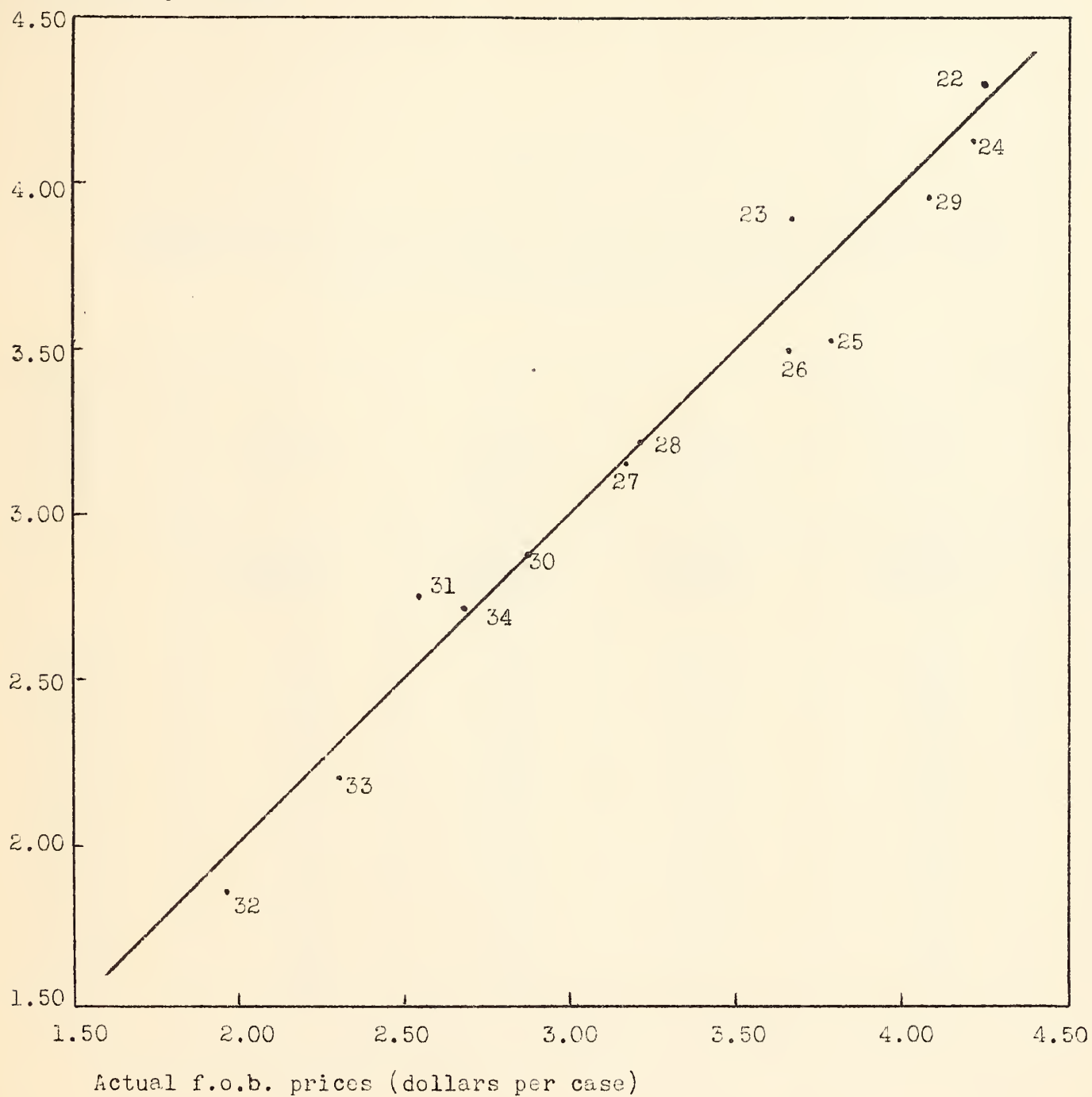


Fig. 5.-- Comparison of prices estimated from relationships between actual prices and important factors affecting them with actual f.o.b. prices of canned peaches, 1922-1934. (Data from table 6.)

TABLE 6

Comparison of Prices Estimated from Relationships Between Actual
Prices and Important Factors Affecting them with Actual F.O.B.
Prices of Canned Peaches, 1922-1934

Year begin- ning June 1	Price estimates (fig. 1)	Price- residual estimates (fig. 3)	Price- residual estimates (fig. 4)	Estimated f.o.b. prices	Actual f.o.b. prices
	1	2	3	4	5
	<u>dollars</u> <u>per case</u>	<u>dollars</u> <u>per case</u>	<u>dollars</u> <u>per case</u>	<u>dollars</u> <u>per case</u>	<u>dollars</u> <u>per case</u>
1922	4.03	-0.62	+0.88	4.29	4.25
1923	3.90	-0.31	+0.29	3.88	3.67
1924	4.04	-0.44	+0.52	4.12	4.21
1925	3.53	-0.05	+0.03	3.51	3.78
1926	3.50	+0.08	-0.10	3.48	3.66
1927	3.26	+0.06	-0.18	3.14	3.17
1928	3.28	+0.25	-0.32	3.21	3.21
1929	3.63	+0.33	-0.01	3.95	4.08
1930	3.46	-0.23	-0.37	2.86	2.88
1931	3.92	-0.92	-0.26	2.74	2.55
1932	3.58	-1.61	-0.13	1.84	1.97
1933	3.67	-1.38	-0.11	2.18	2.31
1934	3.69	-1.18	+0.19	2.70	2.69

Sources of data:

Col. 1: Table 2, col. 3.

Col. 2: Table 3, col. 3.

Col. 3: Table 5, col. 3.

Col. 4: Col. 1 plus col. 2 plus col. 3.

Col. 5: Table 1, col. 6.

F.O.B. prices
(dollars per case)

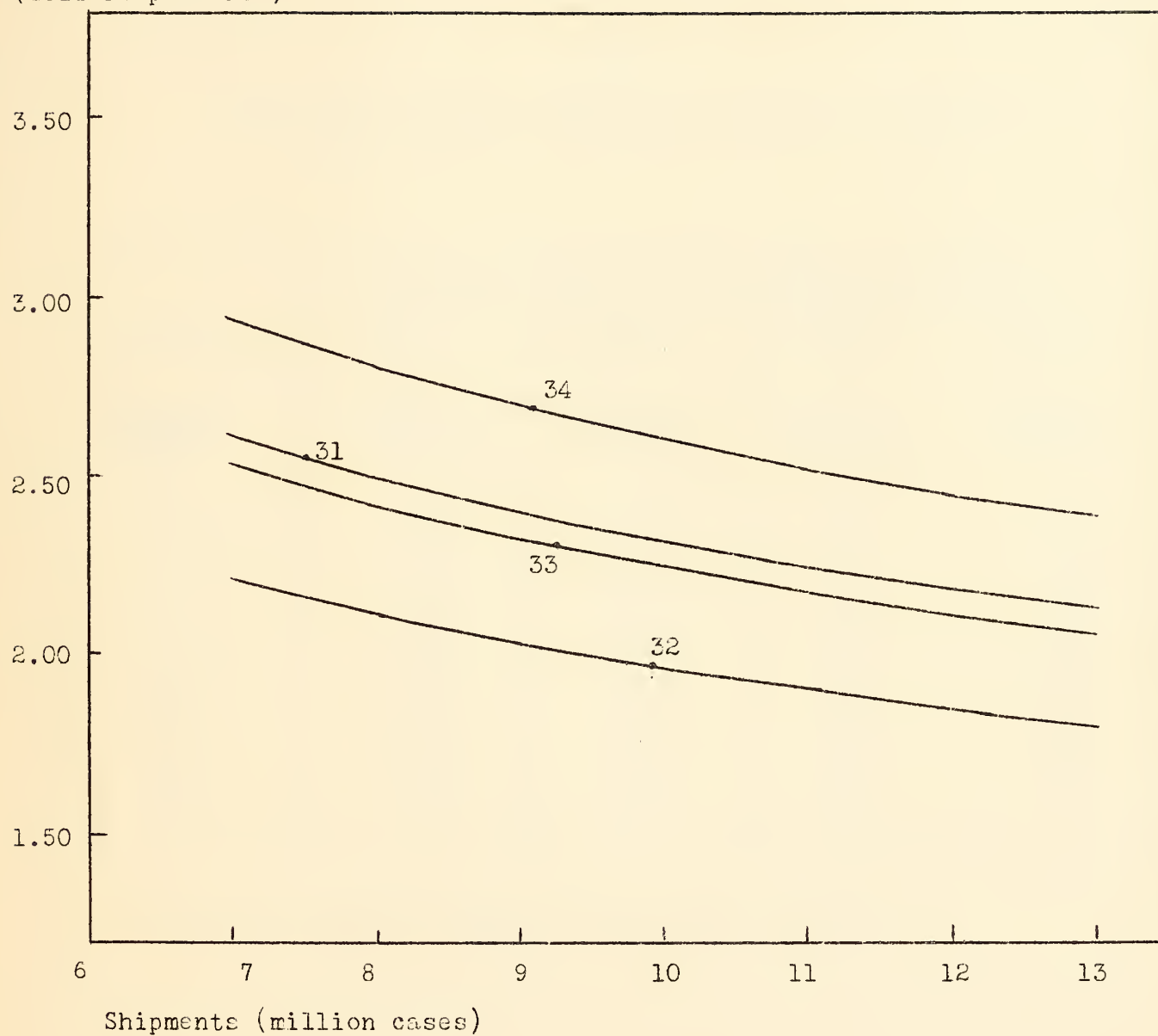


Fig. 6.-- Prices which might be expected for various quantities of canned peaches with demand conditions similar to those during the 1931-32, 1932-33, 1933-34, and 1934-35 seasons. (For readings from this chart, see tables 7 and 8.)

TABLE 7

Prices Which Might be Expected for Various Quantities of
Canned Peaches with Various Demand Conditions

Shipments	Prices which might be expected with demand conditions similar to those present during the			
	1931-32 season	1932-33 season	1933-34 season	1934-35 season
<u>million</u> <u>cases</u>	<u>dollars</u> <u>per case</u>	<u>dollars</u> <u>per case</u>	<u>dollars</u> <u>per case</u>	<u>dollars</u> <u>per case</u>
7.0	2.62	2.22	2.54	2.94
7.5	2.56	2.17	2.48	2.87
8.0	2.50	2.12	2.42	2.81
8.5	2.45	2.08	2.37	2.75
9.0	2.40	2.04	2.33	2.70
9.5	2.36	2.00	2.29	2.65
10.0	2.32	1.96	2.25	2.61
10.5	2.28	1.93	2.22	2.56
11.0	2.25	1.90	2.18	2.52
11.5	2.22	1.88	2.14	2.48
12.0	2.19	1.85	2.11	2.45

Source of data: Readings from curves in fig. 6.

TABLE 8

Quantities of Canned Peaches Which Might be Sold at
Various Prices with Various Demand Conditions

F.O.B. prices	Quantities which might be sold with demand conditions similar to those present during the			
	1931-32 season	1932-33 season	1933-34 season	1934-35 season
<u>dollars</u> <u>per case</u>	<u>million</u> <u>cases</u>	<u>million</u> <u>cases</u>	<u>million</u> <u>cases</u>	<u>million</u> <u>cases</u>
2.00	--	9.5	--	--
2.10	--	8.2	12.2	--
2.20	11.8	7.2	10.7	--
2.30	10.3	--	9.4	--
2.40	9.0	--	8.2	12.9
2.50	8.0	--	7.3	11.3
2.60	7.1	--	--	10.1
2.70	--	--	--	9.0
2.80	--	--	--	8.1
2.90	--	--	--	7.3

Source of data: Readings from curves in fig. 6.

